

The Truth About Florida

The Bunnell Home Builder

Edited by S. HOWARD

1115—108 So. La Salle Street, Chicago, Ill.

JUNE, 1916

Views of the Recent Excursion Party to Bunnell, Florida



A few of the party on the St. Johns River, Jacksonville, Fla.

Some of the Excursionists at the old City Gates, St. Augustine.

Another group in the Plaza at St. Augustine.

Enroute to Daytona from Bunnell—Picture taken on the Dixie Highway near Ocean City.

**Our last Excursion to Bunnell was the most successful one in all respects
that we have ever had.**

Interesting Report of Mr. Verdenius'

Having returned but a few days since from the Bunnell colony, I am sure that the readers of the Home Builder, and especially all of our land owners, will be glad to learn how I found things in Bunnell.

I spent almost two weeks in the colony, and I say to you candidly that I am as enthusiastic about it as ever, for my expectations and my hopes for the colony are being realized in a marked degree. Do not understand me to say that all of the work in the colony has been completed, for it is far from such; in fact, there is plenty of work and plenty of room for a thousand good families. What we need today more than anything else is actual settlers—men and women who mean business, who are willing to clear up their land, take off their coats and work, work, work. To such people Bunnell holds forth unlimited opportunities for success.

I want you to be sure and read the report in this issue of Mr. Mack's potato crop, but I want you to know that Mr. Mack is not the only man who is making a success in the colony. There are many of them, but space will permit me mentioning only a few. Were I to give you a full report of all the good things I saw on this trip, it would fill a book of a hundred or two pages. There are quite a number of new settlers in the colony whom I met for the first time on this trip; in fact, people are coming into the colony so fast that I do not know them all any more.

I want to tell you about the little visit I had with Mr. and Mrs. Jordan. These good folks came to Bunnell from old Tennessee, and it did my heart good to hear them talk about the colony. Mrs. Jordan is of the type of women who encourage their husbands, and this is such an essential thing to the pioneer man, for we know it is not all sunshine and roses in an entirely new country. The Jordans have been living in Bunnell for three winters and are entering upon their second summer. The first winter they came to try the country out and left that spring for their old home; selling their property in Tennessee and returning to Bunnell for good. Mr. Jordan now has five acres of his ten acre farm cleared and has about four acres of as fine potatoes as one could find anywhere. He has started clearing the balance of his land, and he told me he is planning to put two acres into celery this fall, after he has installed his flowing well.

Last winter Mr. Jordan had a little cabbage patch about 60 feet long and 8 feet wide, and he sold over fifty dollars' worth of cabbage from this patch. He told me that he sold all of his cabbage at 5 cents a head to a Bunnell store. He also told me that last winter he took to town every day a load of truck which he sold for from \$5.00 to \$10.00 a load. They now have a large number of young chickens, and Mrs. Jordan told me they got 60 eggs a day last winter when eggs were selling for 40 cents a dozen.

The Jordans had some exceptionally fine strawberries, and they told me that they picked one quart of strawberries from a single plant and that there still remained on this plant 250 green berries besides the blossoms. This plant is about as large as one's hat and belongs to the Klondyke variety.

Mr. B. M. Dowdy, who came from Georgia, told me that he sold from a little over half an acre of his garden about fifty dollars' worth of cabbage, besides using all he wished for his family for two or three months. Mr. Dowdy stated that his cabbages were unusually large and that he received on an average of from 15 to 20 cents a head for same. Last year he had half an acre of his land planted to melons and made over sixty dollars from his melon patch. He thinks Florida is far ahead of Georgia, and stated that he thought good, cleared farm land in the Bunnell colony was worth at least \$200.00 an acre.



Home of Mr. and Mrs. L. C. Johnson, Formerly of Alberta, Canada.

I had the pleasure of meeting in the colony, for the first time, Mr. and Mrs. L. C. Johnson, who came from Alberta, Canada, last winter, and they are certainly hustlers. They have almost their entire ten acre farm cleared, and they have one acre planted to fine Irish potatoes and have all kinds of other vegetables growing. They have a cozy little home, but best of all they have a fine family of children—five in number. As I am very fond of children, I could not refrain from peeping into the little bed on the front porch in which a tiny Floridian was sleeping. This baby is only a few weeks old.

Not far from Mr. Johnson's home I met two more newcomers in the colony. These folks are from the state of Idaho—Mr. Baxter and Mr. Greer. All one needed to do was to look through their garden to be convinced that these folks were also hustlers and know how to work. Mrs. Baxter told me that she mostly attends to the garden herself. In this garden I saw potatoes, beans, corn, cauliflower, cabbage, lettuce, beets, Brussels sprouts, cucumbers, watermelons, asparagus, parsnips, turnips, carrots, garlic, oyster-plant, and other kinds of vegetables, which proves that almost anything can be raised in our Bunnell colony which one cares to grow.



New Home of the Mosby Family, Built With the Profits From Last Year's Potato Crop.

I called on Mr. Mosby, who also originally came from Idaho, and his neighbor, Mr. Miller, who is a Floridian by birth. I presume that these two men have one of the largest potato fields there is to be found in Bunnell. I believe it covers about one hundred acres. Their potato crop is a little late and they will not start digging their potatoes before a couple of weeks from this writing, so I cannot give you at this time a report of the returns from same; however, I asked our Field Manager to take a snap-shot of Mr. Mosby's new home. While looking over this pretty, up-to-date home, Mr. Mosby said to me: "Mr. Verdenius, if you put this picture in the Home Builder, tell the readers that I built it from the net profits of my last year's potato crop."

I had only a very short visit with Mr. Phillips, who is an expert on raising Bermuda onions. He showed me about half an acre of onions and told me there were about 35,000 onions in this half acre, some of them weighing one pound apiece, and that he would have no difficulty in selling them to the Bunnell stores for 3½ cents a pound. Mr. Phillips is going to raise lettuce next fall on a very extensive scale. He also has some of the finest watermelons growing on the farm owned by his sister, who is still residing in the state of Georgia.

Our Mr. Council, known as the Bunnell "Potato King," owns sixty acres of Bunnell land. He has 37 acres planted to potatoes and will no doubt have begun digging by the time this Home Builder is received. Mr. Council expects to harvest about 50 barrels to the acre. His field was pronounced the best field of Irish potatoes in St. Johns County by one of the commission men, and it is the general opinion among commission men

Recent Trip to the Bunnell Colony

that we can raise better potatoes in Bunnell than they can at Hastings. Mr. Council told me he would not take \$200.00 an acre for his sixty acres. He expects to build himself a beautiful home on the Moody Road within a few months from now.

While in the colony I had the pleasure of talking with Mr. W. E. Horn from the state of New York. Mr. Horn has 586 acres of land, east of Bunnell, which he is going to turn into a hog ranch. He expects to have about 2,500 hogs on this ranch. He has fenced the entire farm and bought his wire from the Bunnell Hardware Co. The fence is about $5\frac{1}{2}$ miles long. It was built by day labor and cost in the neighborhood of 35 cents a rod to build. Mr. Geo. W. Brown, one of our foremost builders and contractors in Bunnell, has built a beautiful bungalow for the Superintendent of this ranch and also three tenant houses. Later on Mr. Horn expects to build a handsome ten or twelve room bungalow or winter home. Mr. Horn's plan is to raise and fatten hogs for the market, and I predict a great future for this new enterprise.



Mr. and Mrs. Council in Their Potato Field.

It was a great pleasure to me to visit one of the new enterprises before leaving Bunnell. This is a large chicken farm, covering about 110 acres. The proprietor's name is Mr. W. Genson, but his native name is "Wong I Gong." This man lives in Hoboken, N. J., and is going into the chicken business on a very large scale, for the purpose of supplying Chinese chop suey restaurants in New York City. I had a very pleasant visit with the Manager, Mr. C. P. Welty, who has now been living at Bunnell for over a year. They have about 1,100 baby chicks and are going to specialize on the heavier breed variety, very likely making a specialty of White Wyandottes and Rhode Island Reds. Mr. Welty prefers the White Wyandottes, as they are rapid growers. The picture shown is one of the incubator and brooder houses combined. It has a capacity of 1,500 chicks and cost about \$125.00 to build. Mr. Welty states there is good money in raising chickens. They expect to get a good stock of hens to furnish them with fertile eggs. These eggs will be put into the incubators and when the chickens are from 8 to 10 weeks old and weigh



Beautiful Team of Horses Belonging to Mr. W. Genson on Farm About One Mile West of Bunnell.

about three pounds apiece, they will be shipped to the eastern markets. At the present time these folks have about 20 acres of the land cleared and ready for the plow.

The above is but a brief report of some of the many things I saw while in Bunnell, but realizing that I have already used more space than I am entitled to, I will have to close. I only wish to add that the town of Bunnell is progressing as rapidly as the farming districts, and perhaps in the next issue I will be able to tell you more of our progressive little city.

I had quite a visit, while in Bunnell, with the Editor of the St. Johns Tribune,

Mr. J. B. Boaz. Mr. Boaz is getting out a splendid weekly newspaper, and I wish that all of our buyers would subscribe for this paper. If you are interested in Bunnell and in our colony as your future home, I do not know of a more direct or better way of keeping closely in touch with the development work that is going on in the colony than by becoming a subscriber for this splendid weekly paper. Mr. Boaz is a wide-awake business man, and as this is one of the enterprises of our town, I would like to see every one who has bought land from me, or who is interested in our colony, become a subscriber for this weekly paper. You will get the latest news from the colony each week, and it will be given to you by a disinterested party, for I wish to emphasize that the St. Johns Tribune is not published by the Bunnell Development Co., but that Mr. Boaz is its sole owner. If, therefore, you are not already a subscriber for the St. Johns Tribune, I trust you will send Mr. Boaz \$1.00, at once, covering the subscription price for one year, or, if more convenient, you may send the \$1.00 to me and I will forward it to Mr. Boaz.

Yours for Bunnell,

Thos. A. Verdenius



Interior View of a Combined Incubator and Brooder House, With Capacity of 1,500 Chicks, on the Genson Farm.

Don't Fail to Read
How Mr. Mack made

\$3,000.00

on 14 acres

of Bunnell Land.

See Pages 6 and 7

LETTER FROM A MAN WHO HAD TO BE "SHOWN"



*Mr. Reynolds, of Detroit, Mich., and a
26 1/2 Pound Cabbage Raised by Mr.
Worges, South of Bunnell.*

It is a Pleasure Indeed to Convince Such Men as These, for They Are Ever After Our Loyal Boosters.

You have asked me what I think of the Bunnell-Dupont colony, and I will say that I was more than pleased with Bunnell and the surrounding country, and consider the location ideal. You know the expense and inconvenience it caused me to make the trip when I did, but I feel I have been repaid twice over by the delightful trip and the many valuable things I learned while there.

For a good many years I have watched new lands opened to settlement and various colonizing projects, and have seen so much misrepresentation and such dismal failures, that I was a little in doubt and had to be "shown." My personal experience in the South had been such that I was not going to jump at conclusions.

When I arrived at Bunnell I found a fine, clean little town, up-to-date in every way, and everywhere could be seen indications of a good, steady business growth. I met the officials of the Bunnell Development Company, and found them to be gentlemen of high business ability, honest and sincere in their efforts to build up a colony of prosperous, home-loving people. I talked with many who have moved there and had business dealings with the Company, and I found that they heartily recommended the members of this Company in every way. So right there I said to myself, "If it is good enough here for these men, it is good enough for me."

What has been accomplished in the past five years is recommendation enough in itself. The people in the colony seemed to have found something extremely to their liking, and were always ready to tell me about it and to answer

my many questions. Not only the men, but their wives seemed equally enthusiastic.

I found the development is not a boom that attracts people there, and when it dies down leaves them to work their way back as best they can. It is the outcome of men with good sense and ambition taking hold of good, productive land and making a home for themselves and families. And further, the majority of the pioneering hardships have been removed. Good roads are being built; there are stores, schools, churches, lodges and all modern conveniences at hand.

As to the soil, I found some very fine crops, some of which were being harvested, so I could see for myself what the farmers received for them, and from questions asked these farmers learned that it costs less to produce a crop and requires less labor than where they had lived before; and the fact that the harvest comes at a time when prices are the highest makes it a fine proposition.

While in the colony I selected a fine twenty acre tract for myself, also several others for friends of mine. So from now on I shall boost for the Bunnell-Dupont colony and feel proud to know I have a small share in it.

Again I say I can heartily recommend the Bunnell colony, the officers of the Bunnell Development Company and the town of Bunnell. After spending several days there and receiving the most courteous treatment from everyone I started home with but one regret, and that was that I had to return North at all. If it had been possible I would have sent for my family and stayed right there in Bunnell. I hope soon to move there and improve my farm.

Wishing the Bunnell Development Company the greatest success, I remain

Yours as a Bunnell booster,

M. C. REYNOLDS,
Michigan.

TOMATOES VS. WHEAT.

More Facts and Figures About Florida Farming.

In 1896 Mr. Tom Peters and his brother started growing tomatoes at Little River, Florida. They began with three acres of land. At the present time Mr. Peters has the largest tomato farm in Florida, possibly in the United States. It is located about twenty miles from Miami and covers 600 acres.

On the 20th day of April last, Mr. Peters had shipped 175,000 crates of tomatoes already this season from his 600 acres. For these tomatoes he received \$1.50 per crate, making a total of \$262,500.00, besides the tomatoes that have been shipped since that date. No doubt the cost of seeds, labor, fertilizer, etc., is more than covered by \$100.00 an acre, or a total cost of \$60,000.00, leaving a net profit on the 600 acres of tomatoes of \$202,500.00.

Let us compare this 600 acre tomato farm with a 600 acre wheat ranch. I presume it is a very good crop to figure 30 bushels of wheat to the acre, and at \$1.00 a bushel the owner would realize \$18,000.00 gross receipts for his wheat. Figuring the cost of producing an acre of wheat at \$10.00 an acre (this including seed, plowing, harvesting, etc.), it will cost the wheat grower \$6,000.00 to produce his crop of wheat, leaving him a net profit of \$12,000.00.

Which seems the most profitable to you, a tomato farm in Florida or a wheat ranch in the west or in Canada?

It may be true that Tom Peters is the only one in Florida who has made such a record, but others have done equally as well on a smaller scale all over the state of Florida.

Mr. Peters has specialized in tomatoes. He has invented a washing machine, which washes all of his tomatoes before they are wrapped, packed and shipped. He has a private telegraph station on his tomato farm, and practically every tomato he sells is contracted for before it leaves his farm.



Cottage on the Dixie Highway about one mile east of Bunnell

The Story of One Man's Success in the BUNNELL Colony

(By THOS. A. VERDENIUS)

Next August it will be five years since I visited the Bunnell colony for the first time and became acquainted with Messrs. Moody and Lambert, and a couple of months later I opened my office in the city of Jacksonville.

It was in the latter part of October of that year that I had the pleasure of meeting Mr. W. A. Mack, who, having read a great deal of Florida, came from his far-away California home seeking a new home in Sunny Florida. I remember well that he told me at that time that the price of land in California was beyond the reach of the man with ordinary means.

When I met Mr. Mack he had been in Florida for several days, had visited different communities, but had found nothing to suit him. He was almost discouraged and ready to give up and return to the west, when I told him about Bunnell, showed him photographs, samples of soil, products, etc., and I found Mr. M. a good listener. When I had explained our proposition to him to the best of my ability, Mr. Mack's reply was, "If it is like you say, it is just what I am looking for." I well remember my answer to this: "Mr. Mack, if you find anything different from what I have told you, I will make you a present of a forty acre farm." Mr. Mack merely smiled and said that he would go and see, and as I was going down to Bunnell that same day we made the trip together. This was October 31, 1911.

The next morning the Field Manager took us over the colony, and it did not take Mr. Mack long to find a beautiful 40 acre farm, in Section 34, Township 12, Range 30, a little less than three miles south of Bunnell, and about two miles west of Dupont. This particular forty acres seemed to suit Mack almost immediately. We showed him the four corners of the farm, and pretty soon he said, "Mr. Verdenius, this is just what I want." To use Mr. Mack's own terms, he is an "old rancher," which means an old hand at farming, and naturally it was very gratifying to me to have a man, who knows good land when he sees it, so well pleased.

So this is the story of how I sold one of my first farms in the Bunnell-Dupont colony. I returned to Jacksonville, and left Mr. Mack in Bunnell well satisfied. The Mack family joined him at Bunnell on December 3, 1911, and he began clearing his land December 18, 1911. He built his little house without the aid of a carpenter, fenced at first about 20 acres of land, put down a well and got fine water at 21 feet, and in a little over a hundred days had seven acres of potatoes growing.

I believe every time I have gone to the colony during the past four and a half years I have paid a visit to the Mack family, and it has afforded me the keenest pleasure to observe how this hard-working family was forging to the front. I want to tell you in Mr. Mack's own words, as nearly as possible, what he said to me

nearly as possible, what he said to me when I saw him just a few days ago: "Well, Mr. Verdenius, I have worked very hard during the last four years, but I feel now that I am beginning to get on Easy Street."

I have felt proud to have this man as one of our settlers, and I feel doubly proud to count him one of my best friends in the colony. We have a number of good, honest, hard-working men in the Bunnell-Dupont colony, each making a success in a greater or less degree, and all of them, without any exceptions, are bound for Easy Street.

Mr. Mack was kind enough to write me a letter and to give me his photograph, while Mr. Anderson, Cashier of the Bunnell State Bank, has supplied me with the other proofs, and it therefore affords me great pleasure to give you a careful report on Mr. Mack's Irish potato crop for this spring. On Sunday morning, April 30th of this year, Mack told me that he had raised at least twelve crops during the past four years. Of these twelve crops, seven of them have been Irish potatoes, while the remainder have been fine corn and cowpeas.

I secured the following data from Mr. Mack relative to his potato crop for this season. He planted his potatoes (about 12 acres) on January 11, 12 and 13th, and finished planting the remainder about February 1st. He began digging his potatoes while I was in Bunnell, on April 24th—about 104 days after he had planted his crop.

About the middle of April, Mr. E. Hill, a commission man, bought Mr. Mack's entire potato crop, in the ground, for the round sum of \$3,000.00. To bind the bargain Mr. Hill deposited in the Bunnell State Bank on April 17th, the sum of \$1,000.00. The potatoes were then dug and shipped, under the agreement that all the proceeds were to be deposited to Mr. Mack's credit in the bank, up to \$3,000.00. When the first car was shipped Mr. Hill deposited to Mr. Mack's credit \$998.45 on April 25, and on April 26, when the second car was shipped, \$1001.55, making \$3,000.00 in all.

Mr. Mack told me that there were in the first car shipped 175 barrels, in the second car 179 barrels, and in the third car 163 barrels—a total of 517 barrels in the three first cars, while there would be about 100 more barrels to be shipped later on.

Mr. Hill, the buyer, told me that the potatoes were about the finest he had ever handled, and that about 90 per cent of them were number ones. My personal testimony is that I brought a few of these home and ate them with my family, and I never tasted a better potato in my life. Mr. Hill did not tell me how much he would make from the transaction, but judging by the number of barrels shipped and those still to be shipped by Mr. Mack, and from rumors heard in Bunnell, Mr. Hill made money on the deal.

So these are the principal facts regarding Mr. Mack's potato crop for this season. They prove beyond the question of a doubt the value of our Bunnell farm lands, for what one man has done an-

other can do, if he will put forth the effort.

Mr. Mack bought his farm from the Company at the time when they were selling their lands for but \$25.00 an acre, so the 40 acres which he holds deed for cost him \$1,000.00, and this season he has sold about 14 acres of Irish potatoes (one of his three annual crops) for \$3,000.00. When I left Bunnell a few days ago Mr. Mack's son was cultivating corn, which was then about knee-high. This corn had been planted between the rows of potatoes about thirty days before the potatoes were dug; and within a few days he will plant between his rows of corn another crop—cowpeas, peanuts or something else.

As I write these lines I am reminded that there are farmers in the middle west, in the northwest and in Canada who have not yet begun plowing their land for their first and only crop; while Mr. Mack and many others in our Bunnell colony, have harvested and sold one crop, another crop is half grown and the third crop is about to be planted.

The success achieved by Mr. Mack has not been the result of the outlay of any large amount of money, for I believe Mr. Mack told me that he and his family left California with less than \$900.00. Improved farms at Hastings are selling for as high as \$300.00 an acre, and I can see no reason why Mr. Mack's land is not just as valuable as the best Hastings farm. For a matter of argument we will price Mr. Mack's farm at only \$150.00 an acre, which would make his land worth at least \$6,000.00, but if we figure on the productiveness of the soil, any farm that will produce as Mr. Mack's has produced should be cheap at \$500.00 an acre.

The above is the story of one ordinary man's success. It is one that can be verified by the experience of any man who will do as Mr. Mack has done. The climate, soil and transportation facilities are available to every man who desires to take advantage of them, and if he will go seriously about his business of making dollars from Bunnell soil, he will arrive at Easy Street as well.

This is not a tale of romance or fancy, but it simply sets forth the hard, cold figures of facts, taken from the transaction of a Bunnell colony farmer and a business man who wanted to buy what the farmer had to sell. On a following page, you will find a letter written by Mr. Mack regarding this transaction.

I could tell you of a good many other successful farmers in the Bunnell colony, and could relate many other conditions of a similar nature, that should convince every thinking man and woman that Bunnell is a good place in which to make a home, and to provide for the future with the least amount of expense and the greatest promise of profit.

14 Acres of Irish Potatoes in the Bunnell Colony Sold for \$3,000



W. A. MACK

On November 1, 1911, Mr. Mack bought 40 acres of Bunnell land for \$1,000.00.

During the past four years he has raised **twelve** crops on this land.

Sold 14 acres of potatoes this Spring for \$3,000.00.

See preceding page for complete story.

BUNNELL STATE BANK		BUNNELL STATE BANK		BUNNELL STATE BANK	
DEPOSITED BY		DEPOSITED BY		DEPOSITED BY	
W. A. Mack		W. A. Mack		W. A. Mack	
Bunnell, Fla. 4/17 1916		Bunnell, Fla. 4-25 1916		Bunnell, Fla. 4-26 1916	
PLEASE LIST EACH CHECK SEPARATELY		PLEASE LIST EACH CHECK SEPARATELY		PLEASE LIST EACH CHECK SEPARATELY	
Currency		Currency		Currency	
Silver		Silver		Silver	
Gold		Gold		Gold	
CHECKS AS FOLLOWS		CHECKS AS FOLLOWS		CHECKS AS FOLLOWS	
1000	00	998	45	1001	55
Total, \$ 1000 00		Total, \$ 998 45		Total, \$ 1001 55	
SEE THAT ALL CHECKS AND DRAFTS ARE ENDORSED		SEE THAT ALL CHECKS AND DRAFTS ARE ENDORSED		SEE THAT ALL CHECKS AND DRAFTS ARE ENDORSED	
THE CHAS. HESS JACKSONVILLE 201400		THE CHAS. HESS JACKSONVILLE 201400		THE CHAS. HESS JACKSONVILLE 201400	

County of St. Johns, }
State of Florida, } ss.

Before me, a Notary Public, in and for the county and state aforesaid, personally appeared G. A. Anderson, Cashier of the Bunnell State Bank, of Bunnell, Fla., who, after being duly sworn, deposes and says, -

That Earnest Hill, has made three deposits in this bank, to the credit of W. A. Mack, aggregating Three-Thousand Dollars (\$3,000) for potatoes purchased from the aforesaid W. A. Mack, and that the above three deposit slips are true and correct reproductions of the same.



I, G. A. Anderson, Cashier, do hereby certify and sworn to before me, a Notary Public, this the 1st day of May, Nineteen Hundred and Sixteen.

In witness my hand and Notarial seal.

Anna E. Anderson
Notary Public, State of Florida
My commission expires December 5, 1918.

Bunnell Fla

April 28 - 1916

Mr. Thos. A. Verdenius

Chicago Ill

My Dear Mr Verdenius

At your request
I am sending you a statement of the
sale of my 1916 potato crop.
I sold the entire crop to Mr Ernest Hill
a traveling Broker. for exactly 3,000 dollars
the crop consisted of seventeen acres
planted. but was damaged and cut down
to a bout 14 acres.

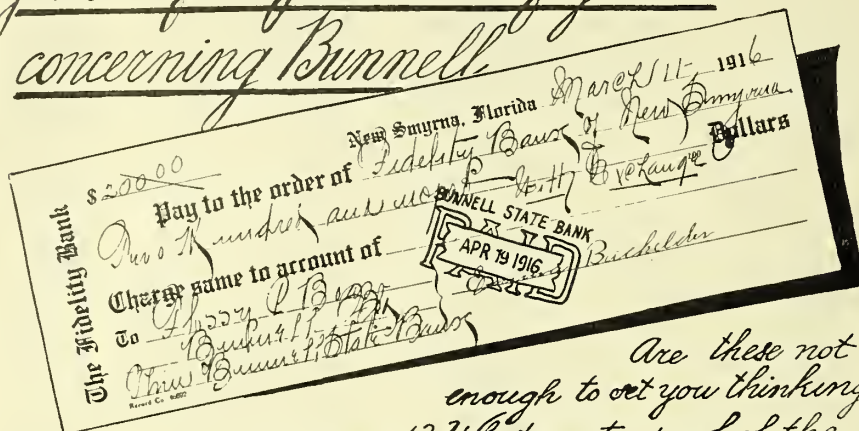
I now have a fine crop of corn
which I planted between the potatoes
a bout a month ago growing in the
same field. This is the second crop
And with the last cultivating of the
corn I will sow cow peas which will
make us a good crop of Hay.
With best wishes to you self and
family I am Most Resp

W. A. Mack

There is one thing we must request of you and that is, that you do not write Mr. Mack asking for replies to questions. He was kind enough to write us a letter for publication, but you must realize he is a busy man, and cannot spend his evenings writing letters. If you insist on asking questions in regard to this matter, and do not care to write Mr. Verdenius, ask your questions of Mr. G. A. Anderson, Cashier of the Bunnell State Bank, who signed the foregoing affidavit. Mr. Anderson is a business man and it does not take the time for him to answer correspondence as it would Mr. Mack. But better still, go to Bunnell and see for yourself.

IT MAY SOUND LIKE A FAIRY TALE TO YOU, BUT NEVERTHELESS
THESE FACTS ARE TRUE AND INDISPUTABLE.

Just a few facts and figures concerning Bunnell



*Are these not
enough to set you thinking
in earnest? What greater proof of the
permanent increase in the value of our lands could you desire?*

**This Is the Story as It Was Told to Me While I Was in Bunnell Recently,
and I Verified the Figures by the Company's Books.**

In the early days of the Bunnell Development Company (although only a few years ago), there came to Bunnell a man and wife from the state of Maine, Mr. and Mrs. Bachelor by name. They were among our first buyers, and at that time we sold some of our land for as low as \$20.00 an acre. Mr. and Mrs. Bachelor, realizing to some extent the possibilities of our country, each purchased land. The husband bought ten acres for \$20.00 an acre, on the Moody Road, about half a mile south of Bunnell. Mrs. Bachelor bought a five acre tract near Bunnell for \$25.00 an acre.

In those days the Bunnell Development Company was anxious to get people to settle in the community and particularly desirous of starting a town, and with this end in view they sold to a few of their first buyers of land, town lots in Bunnell for \$5.00 each, but only a very few were so sold.

Mrs. Bachelor bought Lot 1 in Block 96 at this price, and a few months after the Bachelors were settled in their new home in Bunnell one of the neighbors offered Mrs. B. \$25.00 for her lot, but she asked \$35.00 for it and the deal was not made; the would-be purchaser stating that he did not consider any lot in Bunnell worth more than \$25.00. However, this same man seems to have changed his mind, for later on he informed Mrs. Bachelor that he was ready to give her \$35.00 for her lot. By that time several more people had settled in our little town and she had raised her price to \$50.00. When possibly a year later this gentleman offered to take her lot for

\$50.00, he was informed that the price of lots had gone up all over town, and that she now considered her lot worth at least \$100.00, and if he did not take it at once, the price would be more later.

Last year this man finally decided that he really did want this particular lot, but the Dixie Highway was now completed and Mrs. Bachelor stated that she considered her lot, which faced this beautiful highway, cheap for \$200.00. This man, however, remembering that she had only paid \$5.00 for the lot, and that he could have secured it a few years ago for \$35.00, was unwilling to pay the \$200.00 she asked.

Just about two months ago Mrs. Bachelor sold her lot to Mr. Boaz, editor of the St. Johns Tribune, for \$200.00, and Mr. Boaz considers that he was very fortunate in securing Lot 1 in Block 96 at this price. Mrs. Bachelor drew on Mr. Boaz for \$200.00, and the latter was kind enough to loan me this sight draft, which I have had photographed and which is reproduced above.

After I had heard about Mrs. Bachelor's experience with her \$5.00 town lot, I was interested enough to go to the office of the Company and look over Mrs. Bachelor's account with us. I found it to stand as follows:

5 acres of land at \$25.00 an acre.....	\$125.00
10 per cent for cash.....	12.50

Cash price	112.50
1 town lot, being Lot 1 in Block 96	5.00

Total investment	\$117.50
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Mr. Bachelor's account with the Company is as follows:

10 acres of land at \$20.00 an acre.....	\$200.00
10 per cent for cash.....	20.00

Cash price	180.00
1 town lot, being Lot 2 in Block 175	5.00

Total investment	\$185.00
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Since Mrs. Bachelor sold her town lot for \$200.00, she made enough to pay for her five acres of land, which at a conservative figure is worth today from \$50.00 to \$60.00 an acre, or \$250.00 to \$300.00, and is \$82.50 to the good.

Mr. Bachelor's ten acre farm is worth at least \$500.00, and the lot he purchased about three blocks north of the depot on Railroad street, and on which his home is erected, is worth from \$300.00 to \$400.00 without the improvements.

The best part of this simple story is that these are not exceptions to the general rule, although Mrs. Bachelor is perhaps the only one, at least to my knowledge, who has received so many offers from the same man. But the value of town lots is constantly increasing. Near the Bunnell depot there are lots which are considered to be worth approximately \$1,000.00 apiece, and these lots were sold at one time by the Bunnell Development Company for \$100.00 to \$150.00 apiece.

I confidently believe that lots in Bunnell will increase in value two and three-fold within the next three or four years, as they have done in the past few years.

This is but one brief instance of what is taking place in the Bunnell colony. In the next issue of the Home Builder I hope to tell you of other cases, some of them stronger than this. I tell you again, as I have told you before, that I believe Bunnell is going to be the county-seat of a new county before many years. I would further offer this advice to anyone who feels able to purchase some of these town lots—secure them by all means. It will prove to be a wise and profitable investment for you.

“Why Put Off Until Tomorrow What You Should Do Today”

You have been wanting a FARM
in the **BUNNELL COLONY**.
Send Us Your Order for It NOW.

17c a Day or \$5.00 a Month
Pays for a 10-Acre Farm in Bunnell Colony

Have You Read Our Booklet on
Bunnell—“**A LITTLE FARM—A
BIG LIVING**”? If not, write for it.

If you would like to receive a copy of our
Monthly Magazine for a few months, we will
place you on our complimentary mailing list.

Thomas A. Verdenius
108 So. La Salle Street, Chicago, Ill.

Bunnell—Six Years Ago and Now



Mr. L. J. Nutter.

The Story Is Told Briefly, by a Man Who Has Watched Her Growth in That Length of Time.

Dear Mr. Verdenius:

I have been greatly interested in reading the various issues of the Bunnell Home Builder, and I am sure that all the purchasers of land appreciate the efforts that are being made to keep them posted as to the progress at Bunnell.

Perhaps you do not know that I visited the site of Bunnell about six years ago. Your beautiful little city did not exist then, excepting in the dreams of Mr. Moody and Mr. Lambert. There was practically nothing there excepting a railroad siding, a saw mill and a few little shacks.

I must admit that my first impression of the place was not very favorable. After going over the land with Mr. Moody (who, by the way, is one of the finest gentlemen I ever met), I was convinced that he was offering good land. I had seen some of the much advertised farming sections, and could see no particular wherein they were better. Still, like many others, I wanted to see more, and have made a number of trips to Florida since my first visit to Bunnell. Each time I was irresistibly drawn to Bunnell, and thus have noted the various stages of its wonderful growth.

However, it was not until the early part of last May that I fully realized what a wonderful farming section you have around Bunnell. It was at that time that your farmers were shipping

their potatoes. I saw field after field of the finest Irish potatoes I ever beheld. Farmers told me that they would realize from \$150.00 to \$200.00 an acre from their potato crop alone. Potato buyers from northern cities were on the ground ready to buy the potatoes in the field or as soon as they were brought to the depot platform.

Most of the farmers had planted corn between their rows of potatoes, and at the time the potatoes were being dug the corn was about knee high and looking as fine as any I ever saw in Indiana or Illinois. Other crops of nearly every kind were to be seen—onions, cabbage, lettuce, celery, tomatoes, citrus fruits, etc., in such varieties as to be almost unbelievable to the northern man.

In my various trips to Florida I have visited nearly every part of the state. I have been down the East Coast as far as Key West, exploring the Everglades and other projects. I have also been down the West Coast and on what is sometimes called the backbone of Florida, and I can say frankly that in none of the places visited did I find anything that impressed me as did Bunnell.

"Where can I get good land at the prices asked a few years ago?" is a question I heard quite often while in Florida last winter. These homeseekers could not realize that values had advanced, and likewise they failed to realize that the future holds promise of even greater advances.

Mr. Verdenius, I have boosted for Bunnell because I believe in its future, and if there are any of you purchasers or prospective purchasers so unfortunately situated that they cannot visit the colony, who would like to write me, I shall be glad to give them any information I can.

Very truly yours,

L. J. NUTTER.

AN INTERESTING LETTER FROM A SWEET LITTLE BUNNELL COLONY GIRL.

She Gives a Glimpse of Life in the Colony From a Child's Standpoint Which Is Pleasing Indeed.

Bunnell, Florida, May 4, 1916.

Dear Mr. Verdenius:

This is the letter I told you I would write you. I like the climate fine. I can play out doors in winter here, and don't have to sit by the fire all the time. We have fine summers and winters.

We go over to the beach quite often. Brother and I like to wade in the ocean, while the others fish.

I like my teacher fine. I hope she will teach next year. They say there will be four teachers in our school next year. Brother and I often carry wild flowers to our teachers. On the way to school today we saw a bird's nest in some berry vines with some little baby birds in it.

Father is harvesting his onions now. He has some nice ones.

I wish all the little girls in the cold regions could come and spend the winter in Florida. I am going to Georgia in my vacation, but I am coming back before winter comes.

Well, Mr. Verdenius, I guess this is enough for a little girl, so good-bye.

Your little friend,

HAZEL PHILLIPS,

Bunnell, Florida.



Carrying Bunnell Colony Children to School—St. Johns County Pays For This Transportation.

Child life in the Bunnell colony is free and happy. The above letter by one of our colony children and the picture of the group of children on their way to school gives a glimpse of the advantages of country boys and girls over those in the congested cities.



Hon. R. F. Welzant.

March 14th, 1916.

Bunnell Development Co.,
Bunnell, Florida.

Gentlemen:

Believing at all times to give fair and due credit to everyone for a worthy achievement, I am prompted to write about my observations regarding Bunnell land during my recent visit there.

Of course, I am not a farmer, and do not know of my own knowledge the difference between good land and bad, but, judging from the thrift of Bunnell, Dupont and Korona, all of which are maintained by neighboring farmers, it is safe to assume that the fruit of the soil is profitable.

It is really admirable what development took place in the short period existence of this community, there being a bank, drug store, churches, schools, garage, and many other signs of progress and prosperity. The climate is ideal, and it is surely a pleasant change to go from this penetrating cold country into that of balmy, breezy Florida. I was so generally impressed with Bunnell and vicinity that I intend obtaining twenty or thirty acres in addition to my present holdings.



A Glimpse of the Potato Field That Brought Mr. Mack Three Thousand Dollars.

Just one word in praise of the Bunnell Development Company's policy, to which I always found them to adhere—"a fair and square deal to all—whether they be large or small."

With good wishes of continued prosperity, I am,

Yours very truly,

R. F. WELZANT.

"I WAS DELIGHTED. HONESTLY, I COULDN'T BE BETTER PLEASED,"

Writes Mr. A. V. Folsom of California After a Trip to the Colony.

Dear Sir:

Last Tuesday I made the trip to Bunnell to see the land I purchased from you a year ago last January. I felt very blue as the train got within a few miles of Bunnell and I saw how poor the soil was. I thought to myself, "You're stung, and it serves you right for buying land without seeing it." But, I began to feel better as soon as I stepped off the train. When I was taken out to my allotment and saw the fine trees and the rich sandy loam, I WAS DELIGHTED. HONESTLY, I COULDN'T BE BETTER PLEASED. I have traveled a great deal and pride myself on being a judge of values in land, and this appeals to me as one of the best investments I ever saw.

Mr. Verdenius, as a rank outsider, allow me to make a suggestion. What the colony needs, it seems to me, is a campaign of land clearing. If the management would appraise the actual bed-rock cost of clearing each individual tract, and write each owner stating the approximate cost and urging them to improve their land, I believe many would respond. I also think that if the management would buy, say, a carload of wire and furnish it to the colonists at cost and also fence their pieces at actual net cost, it would be a tremendous boost for the colony. Or, if the colonists could be got in touch with, they might be glad to get into a co-operative company for mutual development of their land.

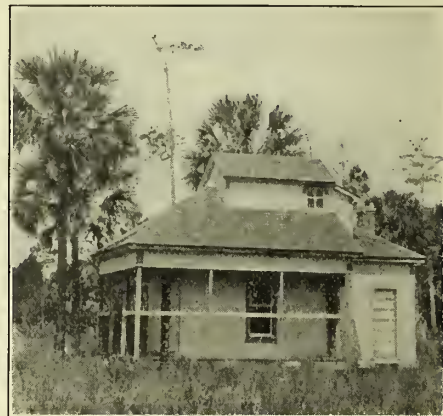
What the colony also needs is settlers. Many colonists who dread the isolation

incident to pioneering, are waiting for other people to come. Anything that would induce them to come sooner than they intended would mean that much more rapid development. Back of every hundred people that settle at Bunnell is a thousand coming; back of every thousand there are ten thousand.

Everywhere I go I am boosting Bunnell. Send me a few of your folders for missionary work.

Yours respectfully,

A. F. FOLSOM.



"Among the Palms"—Picturesque Little Home of Mr. Disney, West of Bunnell.

A Place All My Own.

"I pity the fellow who has no home!
No wonder gray hairs are upon his dome.
No wonder he grumbles and grunts and sighs
And brushes the briny from both of his eyes.

I'd rent no place of brick or stone;
For an old caboose I can call my own
Is better far, though it's cheap and small,
Than a fine hotel or a rented hall.

I want to sit on my dinky porch
And pull away at a five cent torch,
Mark the growth of the sparrowgrass,
Or pull the weeds from the garden sass.

I want to tinker around at dawn,
And nail a board where I see one's gone,
Or tie a string to the pumpkin vine,
And know that everything there is mine.

I'd rather live in a shabby cot,
With a lop eared cow in the stable lot,
And a barbed wire fence and a row of trees,
And a swaybacked dog and a swarm of bees;

And have no debts that would spoil my sleep,
Than have a hall with a donjon square,
And a mortgage big as the village square,
Though pomp and splendor were reigning there.

To have a home and be out of debt—
Well, that is truly the best scheme yet."

—WALT MASON.

Mr. W. Sczudlo tells of Korona Section of the Colony

A YEAR OF ACTUAL RESIDENCE IN THE COLONY MAKES THIS MAN A HAPPY, ENTHUSIASTIC LAND OWNER.



Mr. W. J. Sczudlo.

Dear Mr. Verdenius:

I always read with great interest each issue of the Home Builder, and especially am I interested in the many letters from visitors to the Bunnell colony, as well as residents of the colony. But, I have not seen any letters from our Polish settlers, which is because not many of them can write English; and I have therefore decided that I would write you about my impressions of our Polish colony, which is just south of Dupont.

As you know, Mr. Verdenius, I went on to my land there, with my friend, Mr. Strach, two years ago last December. When we arrived in the colony we found everything looking fine, and almost immediately after our arrival there we began to have better appetites and to feel better. Before going to the Bunnell colony, while we were living in Chicago, my wife and I were always sick. We spent a year at Korona, and were never healthier in our lives than while there.

As soon as we arrived there I built a little shack, 10x14, in which we lived, and then we began at once clearing my land. As we did not arrive there until December it was too late to get the clearing done in time for a winter crop, but we had about two acres in potatoes and all kinds of garden vegetables for home use.

Because I was very short of money I did not build a house there, living in the shack I have mentioned above for a year with my wife and three children. By that time I had cleared about six acres of land, and fenced my entire 20 acre farm. I then decided to return North and earn more money with which to improve my place.

I want to say right here, Mr. Verdenius, that I made a mistake in going to the colony with such a small amount of money and not having my farm paid for, and under these conditions it was hard for me to keep up my payments, and so I was compelled to leave where I could earn money more rapidly. However, I want you to know that I did not blame the colony or the Bunnell Development Company for my lack of foresight, but I only had myself to blame. And I want to give this advice to every Bunnell colony land buyer—stay where you are until you have paid for your land in full, get together as much money as you can, and then when you go to your farm you will be able to improve it in earnest, and make a proper success of it.

Mr. Strach planted about four acres of my land this season to Irish potatoes, and about five acres of his own farm to the same, and we did very well indeed with our crop.

I am now working for the Bunnell Development Company, as an agent, selling land in Detroit, Michigan. I have visited the colony four times during the past few months with buyers from Detroit, and we found conditions most excellent, with the settlers satisfied and happy. Our Korona section is growing rapidly. Thirty months ago there was not even a settler in Korona; now we have a railroad station, Catholic church, over fifty settlers and about 200 acres of cleared land. One of our farmers there, Mr. Waszewski, has planted ten acres to grape-fruit and oranges.

I would advise everyone who has not been to the colony yet, to go and see for himself the many improvements that have been made in such a short time. I feel that every land owner in the Bunnell colony should feel happy and proud to belong to the splendid family of Bunnellites.

All of the buyers who have gone with me to the colony during the past months have been very satisfied indeed, and



Mr. Sczudlo with Party of Buyers on Ocean Beach.

every one of them purchased land. A few of them have arranged to have their land cleared at once, and many of them plan to go there this summer to make their home.

Up to the present time I have sold 600 acres in Detroit, so you see that our Korona farms are being purchased rapidly, and when I have finished selling land here in Detroit, I am planning to go to my farm and make my future home in Korona. I am convinced that there is not another country so pretty, so healthy and with such a bright and prosperous future as the great colony at Bunnell and Korona, and I am glad that I own a farm there.

One more word of advice before I close, is to all those who do not yet have a piece of land at Bunnell. Buy a little farm now—today—when you are able to secure it at such a cheap price, and on such reasonable terms. It will not always be so. Yours very truly,

W. J. SCZUDLO,
283 Canfield Ave., E.,
Detroit, Michigan.



Digging Potatoes in the Korona Section

Men and Women Who Have Not Yet Purchased a Farm in Our Old Tract READ THIS CAREFULLY—



Thomas A. Verdenius

Until the 1st day of July, 1916, you may secure a good farm in our original tract, which is settling up very rapidly, for \$35.00 an acre, on the easy payment plan of 50 cents an acre down and 50 cents an acre a month. *No taxes or interest, and a FREE LOT in Dupont, IF YOU WILL ACT PROMPTLY.*

Remember, this offer holds good only until July 1st, 1916. All orders for land received by that date, or postmarked on that date (so that each one may have the same chance), will be filled at the \$35.00 an acre price, and **FIRST-CLASS LAND ALLOTTED.**

It was our intention to advance the price of farms in our old tract on June 1st, but for several reasons we

have decided to postpone this advance until July 1st. This will give ample time for each one to make up his or her mind and get the money together for first payment, and we kindly request our prospective customers not to ask for further time. After July 1, 1916, the cheapest land in our original tract will be \$40.00 an acre, and from that up to \$75.00.

To give our present land owners and prospective customers a clearer idea of the way at which we arrive at our various prices, we wish to say that all land adjoining the DIXIE HIGHWAY (if there is any for sale), will be priced at \$75.00 an acre. All land facing the Moody road south of Bunnell, as well as all tracts facing the Deen highway, which extends from Bunnell west to St. Johns Park, will be \$50.00 an acre; while all 5 acre tracts lying close to either Bunnell or Dupont (if any are left) will be \$60.00 an acre. All farms purchased at \$50.00 an acre and higher must be paid for at the rate of \$1.00 an acre a month, instead of the present terms of 50 cents per acre each month.

Bear in mind that these changes go into effect July 1st, and at present affect only those farms for sale in our old tract, all of which are located in Township 12. The price of all lands in the new tract in Township 13, will remain unchanged at the present time, although we plan to advance the price of these lands before very long.

You see the time is growing very short wherein you may secure a farm-home in our old tract at the present low price of \$35.00 an acre. This farm will provide a living for you in your old age, or when adversity overtakes you. **THINK OF THESE THINGS SERIOUSLY, AND ACT WISELY.**

Surely this issue of the Home Builder gives you every proof of the possibilities of our soil and the opportunities for success in our colony, that you could desire. Study carefully pages 6 and 7 of this issue. If you are willing to put forth the effort as Mr. Mack has done you may reap a like reward.

NOW is your time to decide. Don't ask me after July 1st to let you have land in our original tract for \$35.00 an acre, for I cannot do it.

The attached order-blank is for your convenience in ordering your farm. Why wait longer for a "more convenient season?" Your delay will mean that you must pay more and more if you ever secure a farm here. Soon our farms will be selling for \$100.00 an acre. This is inevitable. Improved Hastings land (twelve miles north of our colony) no better than ours, is selling for from \$200.00 to \$300.00 an acre.

Send in your order now. Take advantage of the present low price and make money from year to year as land values increase.

➡ Do Not Fail to Send Your Order by July 1st, 1916 ➡

THOMAS A. VERDENIUS, 108 So. La Salle St., CHICAGO, ILL.